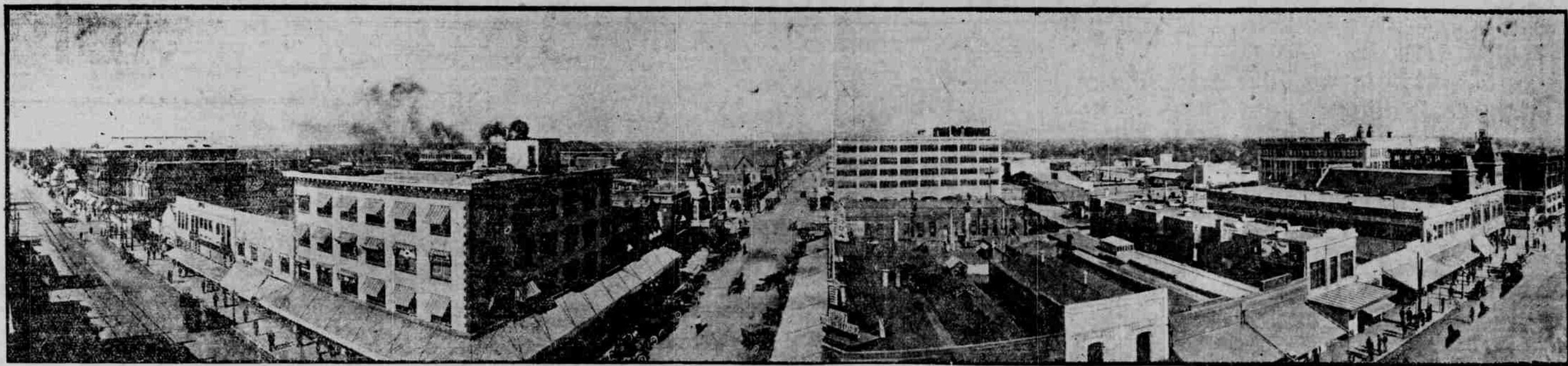


PANORAMIC VIEW OF NORTH HALF OF BUSINESS DISTRICT OF PHOENIX



Citrus Orchards Thrive on Salt River Valley Lands

**UNDER IDEAL CONDITIONS HERE,
ORANGE GROWERS MARKET CROPS
AHEAD OF ALL OTHER DISTRICTS**

Climatic conditions, atmospheric and soil conditions, location, irrigation, altitude, low costs of installation and maintenance—every condition of the Salt River valley from every standpoint is favorable to the production of citrus fruits, especially of oranges, olives, dates and grape fruit. Nowhere in the United States are conditions more favorable for this industry. Experiences of past years have proved this beyond fact, and the large acreage in citrus fruits which has been planted in this valley in the past two seasons is clinching testimony as to the merits of the valley.

Ideal conditions exist for the man wishing to start in the citrus fruit industries. The price of land is one of the most enticing and inviting of these conditions. Proved orange and grape fruit lands in California and Florida, where crops are not more insured than in the Salt River valley, are held at a much higher price than the lands of this district. In addition, the fertility of the Salt River valley lands is proven beyond question and the citrus grove in this district grows with strength and percentage speed.

Inflated prices in California bring the acreage of citrus farms to a fabulous sum. In this district, especially in the citrus belt at the base of Camelback mountain, where the major portion of the citrus fruit of the valley is grown, lands for the installation of orange and grapefruit may be secured at a mere trifle as compared with other districts. In this

valley good citrus lands may be secured for about \$200 per acre and upward where water for irrigation is assured and where other farms have been in operation for several years past. With the water for irrigation comes another item which cannot be had readily in other districts—power for heating and lighting generated by the water in power plants installed on the canal system which radiates throughout the valley.

The altitude of the valley—1,000 to 1,300 feet above sea level—is another of the advantages accruing to the prospective grower of citrus fruits in the valley. Protection of high mountains about the district cuts off all high winds, and small frosts are experienced in the citrus belt. In the past several years only one really killing frost has injured materially the citrus growers of the valley. This same frost damaged the citrus groves of California to an even greater extent.

Drainage conditions throughout the valley are good. The lands have a slight gradient which makes irrigation and draining possible with the least expenditure of energy. In addition the soil is of such a nature that underlying strata absorb all extra water and "water logged" land is practically unknown in all districts where citrus fruit is grown.

The cost of establishing a fruit orchard in the citrus belt is comparatively light and with a small capital a good start in the orange industry can be had. Estimates, of course, are inaccurate of necessity, but the fol-

lowing figures are based on actual experience in this valley and are approximately right as near as can be figured:

Land per acre (approximately)	\$200.00
Trees, 99 to acre	89.00
First cost, preparing land, ditching, etc.	15.00
Planting trees, per acre	9.00
Tree protection	4.50

Total cost to start	\$327.50
Cost per year, per acre, for maintenance:	
Water for irrigation	\$ 1.50
Labor	30.00
Total	\$31.50

After the installation three years must be allowed before the first tree bears. The cost of maintenance per acre during the second and third years is about the same as the cost for the first year. These costs are all based on actual experience and are figures obtained from a successful orange grower of this district.

On the bearing season of the fourth year the first dividends of the orchard are declared when the trees bear from one-fourth to one-third of a box to each tree or a total of 22 to 27 boxes for the entire acre. With a market at from \$3.00 to \$5.50 a box this marks the first actual cash received from the original outlay.

Yearly, then, after the fourth year the yield of the trees will increase until the trees have reached their maturity when they will produce in full. They are in full bearing at from 10 to 20 years and continue for many more years.

Young budded trees for the establishment of orchards may be secured from any one of half-dozen or more good nurseries in this district. Propagation is generally made from Florida sour oranges for a root stock with generally the Washington Naval and Valencia, the Mediterranean sweet or the Malta blood. Grapefruit bears more heavily than oranges in this district at an earlier age, but are not so

much in favor with local growers because competition with the Florida markets and produce is keener and more pronounced.

The marketing of the Arizona orange and grapefruit is the most simple of the many items which must be taken into consideration in their growing. The oranges in this state ripen on the trees several weeks in advance of the California and Florida fruit. In November Arizona oranges are seeking their way to eastern markets and are on display for the Thanksgiving and Christmas purchasers long before fruits from other markets are ripe. The California and Florida product reaches the markets in New York and Chicago after the first of the year as a rule, after the more desirable of the Arizona fruit has been sold. The price received for the Arizona fruit is also far above that received for the California or Florida fruit. The average price for all oranges, including culls, for Arizona one year recently in the eastern markets, was more than \$2 per box. The California average price for the same year was half this sum and the Florida average for the same period even smaller. On one occasion one shipment of Arizona oranges in

the east broke all previous selling records for price and established a record which has never yet been beaten.

There are several large and prosperous nurseries in the Salt River valley where citrus buds are raised for the general market. Included in these is the C. I. Helm nursery situated at the foot of Camelback mountain. It is described by Mr. Helm as follows: Under the shadow of the Salt River valley's most picturesque and striking landmark—Camelback mountain—

in the very heart of the "North Side" citrus district, where nature has been most lavish with her gifts, furnishing soil of extreme richness especially suited to citrus culture—where the deepening canyon guards and protects from killing frosts—lies Helm's Nursery, which specializes on citrus trees, olive trees and date palms. This nursery was established in 1909 and is larger than all other citrus, date palm and olive nurseries in Arizona combined and has won many prizes for ex-

hibits, as well as the commendation of leading horticulturists of the country, for the excellence and superior grade of the stock and the careful methods of bud and stock selection. This prestige among nurseries has been attained in part by the extreme care in the selection of buds, as well as root stock and is one of the reasons for the exceptionally strong healthy, vigorous young trees. It is a positive

(Continued on page eight.)

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